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**Urban Land Institute to Focus on Warm Springs/South Fremont  
*Area Positioned as 21st Century Workplace, Mixed Use Transit-Oriented Development***

**Fremont, CA** – June 11, 2012 – An advisory panel of national experts from the Urban Land Institute (ULI), a nonprofit education and research institute, is in Fremont this week to analyze the Warm Springs/South Fremont area as a 21st Century Workplace. Their focus will be on public realm investments for contemporary jobs centers and mixed-use transit-oriented development. The ULI team is comprised of the full spectrum of land use and real estate development disciplines in both private enterprise and public service. The Panel will focus on several key items necessary to advance the implementation of the Warm Springs Community Plan as outlined in the recently completed Economic Development Administration-funded studies. These studies focused on an 850-acre study area surrounding the Tesla Factory.

ULI's evaluation process will take place over four days from June 11-14, and will include interviews with different stakeholder groups. A report and presentation is scheduled for **Thursday, June 14 at 9 a.m. at the Fremont Marriott Silicon Valley, 46100 Landing Parkway**. The presentation is open to the public. A final written report from the ULI panel will be provided within four to six weeks.

"The Warm Springs/South Fremont area is critically important to the City because of a unique convergence of forces," said City Manager Fred Diaz. "BART will soon connect Fremont to the rest of Silicon Valley, and the available land and regional marketplace trends support an employment-focused development surrounding the new transit station. Fremont has the potential to become a leading economic driver in the region given its prominence in advanced manufacturing, clean technology, and biosciences."

"The entire Panel is looking forward to coming to Fremont and helping the City take advantage of the great opportunity that's available," said Victor Karen, Chair of the ULI Panel and Principal of Citybuilding Enterprises in Boston. "The entire nation is tuned into the re-emergence of manufacturing and Fremont appears to be an epicenter for this."

The Warm Springs Community Plan is expected to be complete in spring 2013. It will incorporate ULI's analysis, the EDA studies, and the results of the City's ongoing stakeholder engagement into a detailed land plan and accompanying development and design regulations for the area.

For more information about Warm Springs/South Fremont, go to [www.Fremont.gov/WarmSprings](http://www.Fremont.gov/WarmSprings). Renderings illustrating the vision of the area will be posted Thursday afternoon.

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